

*The Wanamaker Store* Store Closes at 5:30 P. M. *The Wanamaker Store*

## Evolution That Is Revolution

Commercial Value of Severe Cold  
And Heavy Chill :: ::

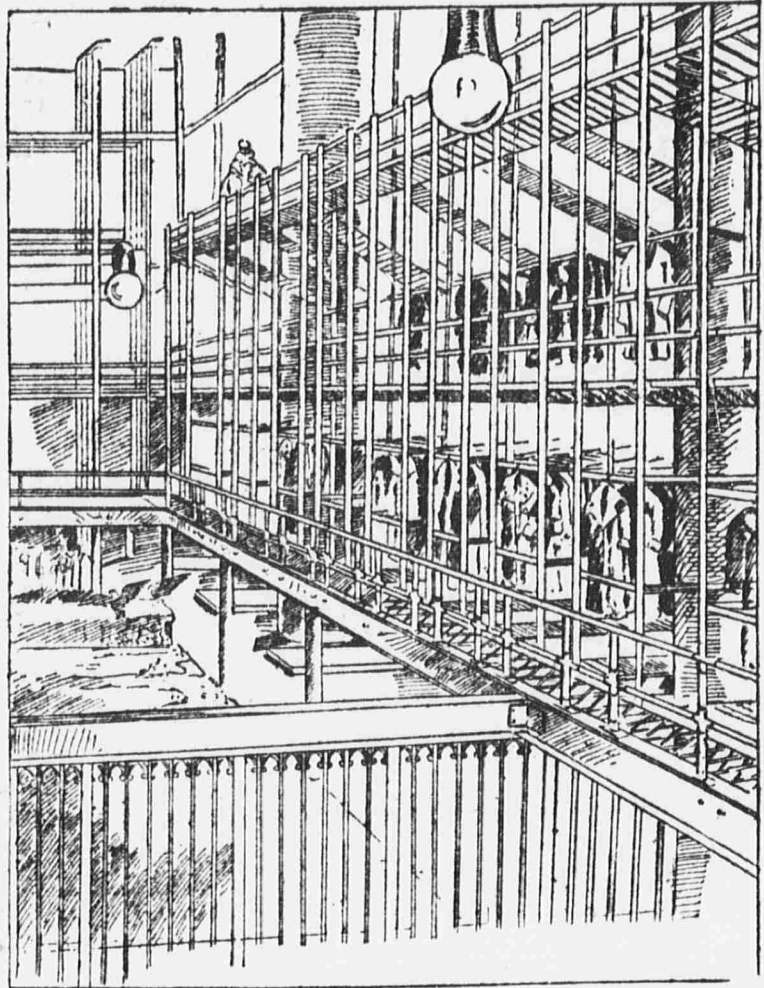
PUBLIC interest in the daily history of WANAMAKER'S is keen and continuous. The great cold storage vault in the upper stories of our New South Building commands the attention of furriers and fur owners. A few days hence you can see it, if you so desire. The trade has been vainly asking for a share in its facilities. They are reserved for our Public. Meantime we are having a great mass of Arctic temperature. Freezing weather is to continue all Summer within the confines of the cold-air rooms. The polar bears at the Zoological Gardens would be delighted to live there. The owners of furs from other animals will welcome its atmosphere with kindred joy.

There is still life in the fur of the garment you possess—in the muff and the scarf, if the heat of past Summers has not mummified it. The fur of the animal has a life that continues many years after it is parted from its original inhabitant. The natural oils of the skin feed the fur, and keep it crisp and lustrous until they are exhausted. Cold preserves them, hence cold storage is the only safety for fur garments during Summer heat. The picture gives you a hint of our superb arrangement for caring for fur garments—magnificent expanse, scientific perfection of facilities.

Upwards of thirty thousand Fur Coats can be stored without crowding. Convenient pegs are ready to hold fifteen thousand muffs. There is space for scarfs innumerable. Absolute protection from every danger, to furs, seen and unseen. One of the first and most efficient points of better service provided by the new Wanamaker Building.

Shall we send for YOUR furs today?

Leave your order in person—telephone, or write.



The following Stocks are now on sale in the New South Building.

Basement-----Housewares

First Floor-----Men's Shoes

Men's Clothing

Men's Furnishings

Boys' Clothing

Hats and Caps

Second Floor---Pianos

The Angelus

Third Floor-----China and Glass

Fourth Floor---Upholstery

Wall Paper

Fifth Floor-----Carpets and Rugs

## Wanamaker Suits and Overcoats Are the Top Notch of STYLE

Men who pay big money for made-to-order clothes are getting a bit dissatisfied with the price, because every year good ready-made clothing is getting nearer and nearer to the swing and style of first-class custom work.

Wanamaker Suits and Overcoats are the best that are known to ready-made clothing. And the matter of style is particularly emphasized in this Spring's showing, which is now at its fullest.

The particular man who knows good style and what it means to be well dressed will find these details very interesting:

### SUITS

Sack suits of neat, fancy mixed chevrons, worsteds, cassimeres and flannels. Single-breasted, \$15 to \$35; double-breasted, \$15 to \$25.

Sack Suits of black and blue chevrons, thibets and unfinished worsteds. Single or double-breasted, \$15 to \$30.

English Walking Suits of neat worsteds, at \$35.

### OVERCOATS

Of tan and Oxford covert cloth; serge lined, \$15; silk-lined, \$20 to \$30.

Of Oxford and black thibet; cut long; serge-lined, or serge-lined and silk-faced, \$15; silk-lined, \$22 to \$30.

Of Oxford and tan vicuña; silk-lined and faced to edge, \$25 to \$30.

Of gray whipcords, silk-lined, \$20.

Of fancy herringbone and plain gray—the new models—\$20 to \$30.

Main floor, New Building.

## Men's Underwear & Half-Hose The Right Sorts for This Weather

A man might read from now till doomsday about the good points of the several kinds of underwear and still not know. Everybody claims everything. The only real test is—wear it. Then you know the underwear—how it feels, and fits, and wears.

That's the test we ask. And the more particular the man the more satisfaction we have in pleasing him.

Half-hose that is distinctly different from the kind you get from the average haberdasher. Different in quality, design—and price, lower, of course.

### Men's Underwear

At 50c each—Shirts or drawers of American-made or French balbriggan; also light-weight cream, pink or sky blue cotton.

At \$1 each—White or ecru English lisle thread and German open-mesh cotton Shirts or Drawers. English white gauze cotton; French balbriggan; white, mercerized cotton.

At \$1.50 each—German open-mesh Silk Shirts, with short sleeves. French balbriggan Shirts or Drawers, light weight.

At \$1.75 each—White or ecru English lisle thread Shirts or Drawers. Shirts with long or short sleeves; drawers with elastic and reinforced seats, and in 28 or 31-inch inseam.

At \$2.50 each—Wanamaker "Star" brand linen mesh Shirts or Drawers.

medium weight. Shirts with stout or regular length sleeves; drawers in 28 or 31-inch inseam.

**Men's Half-Hose**  
At 25c a pair—Of imported fast black cotton, light weight. Gray or tan cotton, with lisle-spliced soles. Black cotton, with colored side-clicks.

At 35c a pair; three pairs for \$1—Of German lisle thread; fast black, plain or with openwork side-clicks. Black cotton or lisle thread, with unbleached soles.

At 50c a pair—Black, tan or white openwork lisle thread, English cotton, in black, tan or gray. Tan or olive lisle thread, with embroidered fronts. Navy blue, garnet, heaver, tan or olive lisle thread, with silk side-clicks.

Ninth street, Stewart Building and Main floor, New South Building.

## Women's Tailor-made Suits at \$37.50.

Were \$45 and \$35.

When we announce reductions of from \$7.50 to \$12.50 on beautiful new dresses that were not matched in this city at the prices they formerly bore, it means an attractive opportunity for well-dressed women to save a good part of the price without sacrificing style, quality or general desirability at any point. These reductions are made simply because the suits are varieties we cannot match exactly in materials, in order to fill in sizes. We wish to hurry them out to make room for entirely complete lines which are to come in to take their places.

There are about a hundred Suits in this collection, all of which have come into our stocks within the last few weeks, and they are made of the most desirable materials—voiles, Panama cloth, worsteds, drap d'ete, serge and broadcloth. The colors include black, gray, rose, reseda, violet and blue. The jackets are in fancy Eton styles, trimmed in various attractive ways. Some with taffeta silk vests; some are plated from an inlaid collar. All have elbow sleeves in various effective styles. The skirts are gored, plaited in clusters, some have drop skirts of taffeta silk; others in gored and circular styles, unlined. They are the remainder of a wide variety of our best selling models.

Formerly \$45 and \$50, today \$37.50 a suit.  
Second floor, Broadway.

## Summer News for Girls

A white story: White Shirt-waist Suits and White Skirts for girls of 14, 16 and 18 years.

The Shirt-waist Suits are really pretty two-piece dresses of fine Summer fabrics made in the latest fashions juvenated—made girlish, youthful, fitting.

The sewing is as careful as sewing can be; the platings, laces, embroideries fine and decorative.

The prettiest collection of girls' white dresses—and of girls' smart white skirts, too.

**Shirt-waist Suits**  
At \$4.75—Of white lawn, lace-trimmed and embroidered; waists with short sleeves; skirts with rows of plaits.

At \$6—Of white lawn; plaited waists; trimmed skirts with rows of plaits on bottom.

At \$8—Of white lawn, waist trimmed with lace and embroidery; short sleeves; skirt trimmed with insertions of lace and rows of plaits.

**White Skirts**  
At \$2.75—Of white washable poplin; circular shape; cut full.

At \$4.50—Of white linen; with plaits in front and circular sides with folds on bottom.

Second floor, Ninth st.

## Semi-Dress Hats

Reduced for cause—damaged during the pre-Easter hurry. But the prices were moderate in the first place, and it's worth your while to use your needle a little for these savings—

At \$2 to \$4, were \$3 to \$6  
Semi-Dress Hats in many shapes and shades.

Second floor, Tenth street.

## Golden Rod

A new and delicious candy. A twist of golden rod of molasses candy with a surprise of ever-so-good candy running through the center. Crisp, wholesome, delightful. A children's candy, as beautiful as it is tempting.

Chocolate-covered Cream Honeycomb is a good sweet, too. A "pull" nut candy encased in chocolate. 20c a pound.  
Candy Store, Basement.  
Basement, New South Building.

**JOHN WANAMAKER**

Formerly A. T. Stewart & Co.,

Broadway, Fourth Avenue, Ninth and Tenth Streets.

R. H. Macy & Co.'s Attractions Are Their Low Prices.  
**Macy's**  
B'way 26th Av. 34th to 35th St.

## LOW PRICES The Main Attraction in the Men's Clothing Store.

Second Floor, Rear.

NOT the varied stocks, though they are the broadest we have ever shown. In half a dozen other good clothing stores you will find equally varied stocks of similar clothing, from the same manufacturers who supply our lines.

But IN NO OTHER CLOTHING STORE WILL YOU FIND PRICES SO UNIFORMLY MODERATE.

Macy cash system—"that's all."  
Men with Missourian inclinations are invited to put us to the test.

TOP COATS, lined with Venetian, \$12.50.  
TOP COATS, lined with serge or silk, \$16.50, \$17.75, \$19.75, \$24.50, \$28.50, \$32.50.

ENGLISH WALKING SUITS, in fancy plaid and check worsteds, lined with serge, \$22.50 to \$27.50.

SACK SUITS, in pure worsteds and chevrons, plain grays, plaids, stripes and pinhead effects; lined with serge or alpaca, \$14.75 to \$32.50.

### TWO SPECIAL VALUES FOR BOYS.

SAILOR SUITS, made of fine worsted serge; two styles—Sailor Collar model trimmed with white, black or red braid—or Eton model Suits, with extra linen collars; bloomer trousers, lined throughout; sizes 4 to 12 years; sold elsewhere at \$4.00; our price, \$2.97.

BOYS' ALL-WOOL SERGE BELT SUITS, with extra trousers—one pair knickerbockers and one pair regulation knee trousers; sizes 8 to 16 years; sold elsewhere at \$6.50; our price, \$4.96.

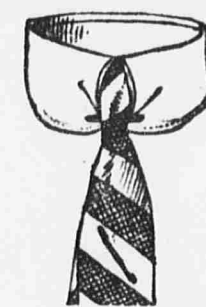
## Men's Derby Hats Special at \$1.98

Second Floor, Rear.

FROM a manufacturer of \$4.00 and \$5.00 Derbies—the third shipment of off-weight Derbies received this season, and the last until October.

By off-weights—Hat bodies a trifle lighter or heavier than the manufacturer uses in his regular lines.

He blocks and trims the \$4.00 and \$5.00 Derbies—and we clear them.



## "Cricket" Collars. The New Soft Collars For Men.

First Floor, 34th Street.

Sensible summer neck dress, made of fine quality mercerized white Oxford, in regular collar sizes—for wear on any size of shirt, with any necktie. Cool, comfortable—the ideal substitute for a starched collar.

Single Collars, 23c each; sold elsewhere at 50c.  
Box of half a dozen Collars and gold-plated safety pin, \$1.38

### MEN'S SHIRTS AND NECKWEAR.

We are showing complete lines of Negligee Shirts for spring and summer wear—garments made of fine quality woven madras, in stripes, figures, plain colors and white corded effects; pleated or plain bosoms, cuffs attached or detached.

Prices, 94c, \$1.44, \$1.98, \$2.44.

Similar Shirts sell elsewhere at \$1.50, \$2.00, \$2.50 and \$3.50.  
IN NECKWEAR, we display large assortments of French Four-in-Hands and Folded Squares, made of soft rich silks in new patterns. Particular attention is directed to the lines at 94c, \$1.44 and \$2.44—grades commanding \$1.50, \$2.00 and \$3.50 in other stores.

## Men's Spring-weight Undergarments

First Floor.

COOL, calculating selection—before the rush starts in. Assortments at their best, promise most satisfactory selection.

### Men's Underwear.

At 49c—Imported French Balbriggan Shirts; short or long sleeves; Drawers to match; finished with pearl buttons, with double gussets or double seats; extension band in back and suspender tapes.

At 69c—Imported French Balbriggan Shirts; short or long sleeves; Drawers to match, finished with pearl buttons; double gussets and suspender tapes.

At 98c—Imported French Balbriggan Shirts, extra fine quality; of Sea Island cotton; short sleeves; Drawers to match, with double gussets and pearl buttons.

At 94c—Blue Lisle Thread Shirts, short sleeves; Drawers to match, finished with pearl buttons; double gussets; Natural Wool Summer Shirts, long and short sleeves; Drawers to match, with double gussets and pearl buttons.

At 98c—Fine quality Mercerized White Lisle Thread Shirts; short or long sleeves; Drawers to match, finished with pearl buttons and double gussets.

At \$1.69—Imported French Natural Wool Shirts, with long sleeves; Drawers to match, finished with pearl buttons, double gussets and extension straps in back.

## James McCreery & Co. James McCreery & Co.

### Ladies' Suits.

Linen Tailor-made Suits, with short, medium and three-quarter length Coats.

12.50 and 19.50

Princess Dresses, made of handkerchief linen, pompadour mull and check cotton voile.

16.50

Linen and poplinette Walking Skirts.

4.50 and 5.75

Twenty-third Street.

### Millinery.

On April the 20th.

Sale of the latest models in Sailor shaped Hats.

Made of natural manilla straw. Trimmed with ribbon choux, bows and velvet in all the fashionable colors and black.

7.50

value 10.00

A complete stock of simple Models for tailor-made or morning dress.

Flower Hats; misses' and children's leghorn and picture Hats—trimmed with flowers, and a quantity of the latest fashionable untrimmed shapes made of fancy straws and novelty fabrics.

Twenty-third Street.

### INSTRUCTION.

Schools of Language.

THE BERLITZ SCHOOL OF LANGUAGES, Madison Square, 1122 Broadway.

Hartman, 815 Lexington Avenue, corner 125th street.

Brooklyn, 78 Court st. Newark, Schermer Bldg.

Elementary and advanced private and class lessons at school or residence, day or evening.

## Straight Fibre In Wool and Word Men's Suits Ready-to-Wear.

\$32

THERE'S a vast deal of rustian to the average clothing advertisement both in text and texture. Like the Summer resort, exquisitely etched on stationery—no mosquitoes, no malaria, fine fishing, etc.—you want to discount it a full 50 per cent. Almost without exception, every clothing shop in New York claims to sell exclusively its own output. With the possible exception of a few other shops besides our own, all the rest are retailers only, and not manufacturers. Always our values are the best the ready-to-wear clothing world affords, and the exclusive product of our own tailors.

The Suits discussed to-day at \$32 are the very mould of your money, and, if made to measure, would cost \$50. Fine domestic Worsteds, in sharp, clear gray, single or double breasted styles. And all sizes, from "shorts" to extra large.

## Smith Gray & Co.

THREE STORES:

BROADWAY AT 31ST ST., NEW YORK.

FULTON ST. AT FLATBUSH AV., BROADWAY AT BEDFORD AV., BROOKLYN.



An inside tip.

We don't recommend silk linings for wear, but there's a lot of satisfaction in them for the man who can afford a little luxury that doesn't show.

So we make a limited number of our finest Spring suits lined throughout or half lined with silk.

They're from \$28 to \$38.

ROGERS, PEET & COMPANY.

Three Broadway Stores.

258 at Warren st. 842 at 13th st. 1260 at 32nd st.



You'll be glad to get into the meshes of fly time.

Comfortable, cool underwear these meshes are, and a good guard against colds.

Deimel Linen Mesh. Ramie Fibre Mesh—a fibre stronger than flax.

Lisle Mesh—a dollar garment with many of the advantages of more expensive materials.

ROGERS, PEET & COMPANY.

Three Broadway Stores.

258 at City Hall. 842 at Union Square. 1260 at Greeley Square.

## James McCreery & Co.

Trunks, Valises, Bags; for European Travel.

Dress Trunks of selected Bass Wood, covered with canvas, oil painted, bound and strapped with white oak tanned leather. Bronzed steel trimmings, large bolts, excelsior lock. Containing hat and dress trays. Cloth lined throughout.

Sizes, 28, 32, 34, 36 and 38 inches.

value 10.00 to 12.00

Fine quality sole leather Suit Cases, with spring lock, straps all around; containing shirt pocket, lined with linen.

Sizes 22, 24 and 26 inches.

5.50

value 7.00

A complete stock of the famous light weight Lisle. Rohrplatten Trunks, as well as Paris models for steamer use or general travelling. Various sizes for dress, hats, etc.

Wardrobe, Bureau and Children's Trunks. Bags and Suit Cases made and fitted to order. Fitted Automobile Lunch Cases and Hampers, containing service for two or four persons. Bags, Valises, etc. made of various leathers.

Twenty-third Street.

### BRANCH OFFICES

**The Sun**  
DAILY—SUNDAY—EVENING  
Advertisements and Subscriptions may be left at these offices, where the rates are the same as those charged at the main office.  
NEW YORK CITY, 1593 Broadway, near 53rd St.; 341 West 125th St.  
BROOKLYN, 200 Joralemon, cor. Court St.  
LONG ISLAND CITY, N. Y., 18 Borden Ave., E. N. Dodson.  
BOSTON, MASS., Room 26 Globe Building, Washington St., F. Harrison.  
NEWARK, N. J., 194 Broad St., F. N. Sommer.  
CHICAGO, ILL., 1002-1004 Tribune Building, Guy S. Osborn.



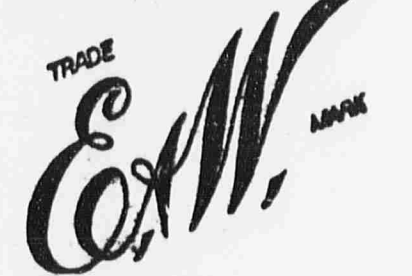
Linen is a tougher, stronger, neater fabric than Cotton, and therefore much better for Collars.

Linen represents best quality. Cotton is a cheap substitute.

You are entitled to honest value. Make sure you get it by buying H. & I. Collars.

\$ for a Quarter—quarter sizes. Booklet "Linen Facts" free for a postal.

HENRY HOLMES & SON, Troy, N. Y.



They are linen every thread, and are not collars; neither are they shirts.

BARNEY MCGLYNN

EARL & WILSON.

## MONEY TO LOAN

INTEREST RATES 1% on sums of \$250 and over at rate of 10% per annum on balance repaid within two weeks.

## THE PROVIDENT LOAN SOCIETY

OF NEW YORK.

MANHATTAN: 277 4th Ave., cor. 23d St., 1st fl.

OFFICES: 1000 St. cor. Rivington St., 1st fl.

430 St. 100 E. 125th St.

BROOKLYN: 34 Graham Av., near Broadway.

OFFICE: Loans may be repaid in installments. Separate Women's Department.